



# Delegated decision report

## DECISION UNDER DELEGATED POWERS

**DECISION CANNOT BE TAKEN BEFORE THURSDAY, 1 NOVEMBER 2012**

Title	<b>LOCAL SUSTAINABLE TRANSPORT FUND DELIVERY PROGRAMME</b>
Report to	<b>THE CABINET MEMBER FOR PROCUREMENT, FIRE, HIGHWAYS AND TRANSPORT</b>

### EXECUTIVE SUMMARY

1. In January 2011 the government published their Transport White Paper 'Creating Growth, Cutting Carbon' which announced the establishment of the 'Local Sustainable Transport Fund' (LSTF). The £560m fund was created to help build strong, local economies and address the challenges of climate change.
2. The Isle of Wight Council bid for and has been awarded a grant of £3.95 million from this fund to deliver a project titled 'Sustainable Access to Tourism'. The intent of the project is to upgrade and improve; sustainable transport infrastructure, travel information, and promote our sustainable transport network in order to grow our increasingly popular green tourism market. This will help to maintain the Island's position as a leading green tourism destination.
3. This report seeks approval of the delivery plan and delegation of authority to the Director of Economy & Environment to deliver the project in line with council's approved bid.

### BACKGROUND

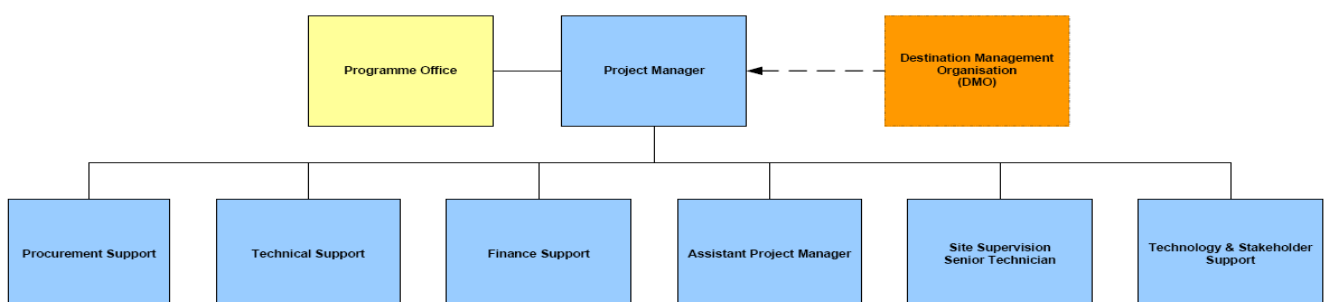
4. Currently the Island benefits from over 2.6 million annual visitors, with 16% of all Island jobs directly linked to tourism (compared to 8% in the south east) and one in four Island jobs indirectly linked to the sector. In 2009/10 it was estimated that tourism brought in over £400 million to the local economy. This project will help both increase green visitor numbers and extend our tourism offer, whilst ensuring that any improvements are delivered sustainably so they do not detrimentally affect our natural landscape or add to current challenges.
5. The council submitted its bid to the Department for Transport (DfT) in February 2012 and was one of only five authorities in the south east of England to be successful in receiving funding. The bid was recognised as one of the top five in the country and was hailed as a pathfinder by the DfT.

6. The grant is provided with condition that extensive data monitoring and evaluation is undertaken both during the project delivery stage and post completion to ensure that the various elements of the bid are delivered on time and that the predicted out turns are achieved. The full draft monitoring and evaluation framework is provided in Appendix A.
7. The project provides for the delivery of five key strands:
- public transport hubs
  - public transport information & support
  - walking & cycling infrastructure improvements
  - marketing & promotion
  - project monitoring
8. **Public Transport Hubs (Element 1)** – establishment of strategic transport hubs providing live transport and tourism information and walking, cycling and public transport interchange facilities including:
- i) Interactive display boards - providing up-to-date travel and tourist information to give travellers the opportunity to make informed decisions on destinations, travel options and arrival time.
  - ii) Signage - showing walking and cycling directions to local facilities (e.g. town centre, seafront, national cycle network)
  - iii) Improvements to transport infrastructure - to increase and improve interchange accessibility.
  - iv) Cycle hire – installation of cycle hire facilities at rail stations/other locations to enable visitors to collect a pre booked cycle and return it to the same or other Island facilities at any time during their stay.
  - v) Cycle shelters and racks - to enable travellers to leave cycles safely and securely to facilitate convenient onward travel.
  - vi) CCTV - coverage at all hubs to promote safety linked to either the highways PFI control room or third parties operators systems.
9. **Public transport information and support (Element 2)** – delivery of an Islandwide public transport real time information (RTI) system consisting of:
- i) Rail RTI – provision of RTI at the five main Island rail stations (St Johns, Brading, Sandown, Lake and Shanklin) with links to the existing systems at Ryde Esplanade and Pier Head. Information will also be made available at interactive Island/mainland display boards, via the web and new mobile phone application.
  - ii) Bus RTI – installation of RTI infrastructure on all Island buses with information provided at interactive Island/mainland display boards, via the web and mobile phone app.
  - iii) Ferry RTI – utilisation of Solent website information to enable ferry times to be included within the new information system.
  - iv) Application development – compilation of mobile phone application (two versions for use on android and iphone platforms) comprising of three elements: network management and public transport RTI, walking and cycling routes (location, information and interpretation) and tourist information (linking into application currently being developed by Isle of Wight Tourism).

10. This element of the project will also support the introduction of new and enhanced tourism related bus routes including the introduction of one new and two enhanced tourism bus services providing a new direct route from Ryde to Alum Bay; and enhancing services and frequency on 'Island Coaster' and route 12 including adaptation of vehicles to accommodate surfboards and bicycles.
11. **Walking and cycling infrastructure improvements (Element 3)** – This element seeks to deliver a high quality walking and cycling infrastructure to encourage tourists to visit the Island for walking and cycling breaks with focus on delivering a shared use route from Newport to East Cowes, a continuous, principally off road, route from Newport to Ryde, the creation of an off road route from Brading to St Helens, the upgrading and extension of the Newport to Sandown route, and the upgrading of the sunshine trail from Shanklin to Merstone, via Wroxall and Godshill; further on-highway improvements are proposed including the introduction of a number of contra-flow cycle lanes to ensure that the most direct and safe routes are available. All works will focus on;
- i) Filling in key 'missing' network links (new and upgraded walking and cycling infrastructure), where land acquisition and formal consents can be secured and to be maintained in the long term by the PFI provider as part of the accrual process.
  - ii) Improving access to tourist and leisure destinations including the countryside and coast.
  - iii) Access to/from walking/cycling routes via public transport.
  - iv) Increasing access for mobility impaired.
  - v) Creation of 'circular' routes.
  - vi) Provision for a variety of graded routes e.g. child friendly to challenging
  - vii) Signage.
  - viii) Route mapping - including provision of 'facility' and grading information.
  - ix) Interpretation boards (including making use of new 'quick response' codes, near-field technology and augmented reality).
  - x) Development of mobile phone application showing routes, destinations, facilities, public transport links and general information.
  - xi) Provision of cycle racks at key destinations.
12. **Marketing and promotion (Element 4)** – initiatives to promote the Island to 'green' tourists. The overall success of the project will require an appropriate marketing campaign encouraging tourists to choose the Island as a 'green' holiday destination by promoting the sustainable transport opportunities (including walking and cycling routes), encouraging visitors to travel to/around the Island car free and improving our green tourism offer. This element comprises of several components:
- i) Promotion – partnership with the Isle of Wight Tourism Partnership (comprising of Isle of Wight Tourism, transport operators and attractions) and emerging 'Destination Management Organisation' to encourage tourists to visit the Island by promoting the accessibility and quality of our green transport infrastructure, utilising new marketing techniques (eg social media) for promotion.
  - ii) Internet development – the development of a website (either stand alone with links or as part of the Island Breaks/GoWight/other existing sites) with access to public transport information (including RTI), walking and cycling routes, information on 'walker and cyclists welcome' and 'baggage transfer' schemes and initiatives to encourage car-free visitors.

- iii) Sustainable Travel Coordinator (Tourism) – the establishment of a new Isle of Wight Council appointed post for a fixed term contract, terminating on 31<sup>st</sup> March 2015 will be hosted by the Destination Management Organisation (DMO), with all direct and end of contract costs being funded from the grant. The post holders role will, in partnership with others including Sustrans, be to promote and encourage car-free visits. The Coordinator will work with tourism accommodation providers and attractions to promote a 'walkers and cyclists welcome' initiative and offer incentives to those travelling sustainably (eg discounted accommodation/entrance fees, combined travel/entrance ticket, inclusion of public transport/walking/cycling information within promotional literature, cycle storage). The post will also seek to recruit and train site 'Champions' to ensure long term sustainability of incentives.
- iv) 'Walkers and cyclists welcome' – roll out of initiative similar to Visit Scotland scheme, recognizing operators who provide appropriate facilities eg drying rooms, cycle racks, walking/cycling/public transport information, laundry facilities, packed lunches, late/early meals. Information on participating operators will be included within the website giving visitors the confidence that they are welcome and assurance that their accommodation will cater for their specific needs.
- v) Luggage transfer scheme – scheme to enable visitors arriving by foot or cycle to forward their luggage to participating accommodation providers.

13. **Programme Monitoring (Element 5)** – Due to urgency required to progress the delivery of the project an interim Project Manager role will be found through existing staffing resources within Highways & Transport until such time as full internal recruitment procedures can be completed to designate the function full time to existing staff resource. The programme manager function will terminate on 31<sup>st</sup> March 2015 co-terminus with the completion of the project. Once designated the staff resource will be located within the PFI project management team who in consultation with highways policy team, will engage with all stakeholders to develop, monitor and manage the overall delivery of this project. The role is seen as key to ensure that the project is delivered on time and within budget with the role forming part of the PFI Contract Management team upon commencement of the PFI contract.



Local Sustainable Transport Fund Delivery Structure  
Highways PFI Team

14. The project includes four primary strands of work, each of which will require input from teams with specialist expertise; it is therefore, proposed that a working group is set up for each element of the project such that the necessary expertise from internal and external partners, as well as specialist consultants / providers is secured.
15. The governance in place for the project proposed to be funded from the Local Sustainable Transport Fund reflects the corporate approach providing for the monthly review of progress against programme by a project board to identify issues and interventions to be made to resolve and make corrective actions. This has proved effective in other similar projects and provides a high degree of assurance of programme delivery.

## STRATEGIC CONTEXT

16. Regeneration and the Economy is one of the Council's eight key corporate priorities. Delivering this project supports this priority as it will create jobs, boost spend at tourist providers and attractions and will bring indirect regeneration benefits into local facilities Islandwide.
17. Both the Island Plan Core Strategy and the Local Transport Plan include strategic objectives to not only reduce the need to travel, to improve accessibility across the Island and maintain functional transport links with the mainland, but to support a diverse tourism offer, particularly focussing on sustainable tourism. This project will deliver local infrastructure that will support these objectives.
18. The corporate approach for monitoring projects by providing for the monthly review of progress against the programme plan by a project board to identify issues will be adopted for this project. This has proved effective in other projects and provides a high degree of assurance of programme delivery and will be used to monitor both the LSTF project grant and £1.25 million match funding.
19. The programme plan will be synchronised with the Highways PFI Core Investment programme. Therefore the project management would form part of the Highways PFI Contract Management Team.

## CONSULTATION

20. This bid has been developed in partnership with a number of local stakeholders all of whom bring unique expertise and experience to the project. It is proposed to establish a 'Stakeholder Group' to guide and oversee the strategic implementation of the project supported by smaller 'Working Groups' to manage the delivery of individual elements.
21. Local members and Town and Parish Councils have not, as yet, been consulted on the detail of the schemes relevant to their respective area. Once area specific plans have been finalised and the necessary land acquisitions and consents secured, these will be circulated to Local Members and Town and Parish Councils.

## FINANCIAL / BUDGET IMPLICATIONS

22. The Council has made a commitment to match fund the £3.95 million grant with £1.25 million of its own funding; this will be met by a combination of funding from the integrated transport component of the Local Transport Plan capital grant throughout the next 2 ½ years and developer contributions (s106 agreements). The total budget for the scheme is £5,200,000.
23. The 2012/13 Integrated Transport programme was cast to ensure that should this bid be successful, schemes identified in the programme would meet the match funding commitment for 2012/13 of £315,000. Work to progress schemes in 2012/13 financial year are already underway and whilst all partner organisations have indicated their support for the proposals, final consent is required from the environment agency to ensure that works are completed within the current, predicated timescales.
24. A spend profile which identifies both revenue and capital spend throughout the project lifespan can be found in Appendix B.
25. The table below reflects the spend profile approved by the Department for Transport

£	2011-12	2012-13	2013-14	2014-15	Total
<b>Revenue funding awarded</b>	0	352,700	1,093,800	710,200	<b>2,156,700</b>
<b>Capital funding awarded</b>	0	417,350	1,267,450	108,500	<b>1,793,300</b>
<b>IW Capital Contribution</b>	0	315,000	617,000	318,000	<b>1,250,000</b>
<b>Total</b>					<b>5,200,000</b>

## CARBON EMISSIONS

26. There will be a minimum increase in the number of carbon allowances required by the Council under the CRC Energy Efficiency Scheme as a result of the installation of CCTV and interactive display boards.
27. The proposed activities are expected to have a small beneficial impact on the Carbon Management Plan by making it easier for staff to replace the car with lower carbon modes of travel for work-related trips. The additional energy consumed by CCTV and interactive display boards is anticipated to be very small.
28. The project has been designed to reduce the island's carbon footprint by making it easier for residents and visitors to switch to more sustainable modes of transport, with an estimated CO2 reduction of 3520 tonnes in five years. The impact will be quantified through the project's monitoring and evaluation framework.

## LEGAL IMPLICATIONS

29. Any actions or project elements should be clearly linked to the terms of the grant funding. The council has various statutory powers to achieve the broad elements listed in this

paper including highways improvements and alteration under the Highways Act 1980 and its associated regulations.

30. Any proposed changes to the highway network or creation/amendment of traffic regulation orders, will be subject to specific statutory process and discrete decision making. Similarly any project element that seeks to enter into contractual relations will be subject to the council's procurement standing orders. Property issues may need to be resolved to enable some routes to be completed.
31. The delivery of the other project elements may require separate decisions to be made in the future in line with the council's scheme of delegation as this paper seeks the broad direction and limitations on what might be part of the project.
32. The project includes for a wide range of infrastructure, network management, and travel information initiatives, the majority of which are to be deployed on parts of the existing infrastructure. Many elements of the project will require the procurement of non-standard highway infrastructure with the need to secure specialist travel and transport information equipment that embraces modern technology and the develop tailor made mobile applications
33. Such infrastructure is likely to fall outside the scope of the PFI and will need to be procured in strict accordance with local government procurement regulations

#### EQUALITY AND DIVERSITY

34. The council as a public body is subject to general and specific duties under equality and diversity legislation and as such has a duty to impact assess its service, policies/strategies and decisions with regards to diversity legislation and the nine protected characteristics (race, gender reassignment, disability, age, sex and sexual orientation, religion or belief, pregnancy and maternity, marriage and civil partnership). It is found that none of the identified groups are likely to be adversely affected by this decision, because the proposal seeks confirmation of the overarching project rather than specific schemes within it.
35. The consultation to date, with internal and external partners, has not identified any direct negative equality / diversity impacts arising from the works proposed in this report, in fact many elements of the project will have a positive impact on the disabled and the elderly as accessibility will be greatly improved. As the project progresses equality impact assessments will be undertaken for each of the elements, as is appropriate, this will include for consultation with any impacts identified assessed to ensure that the project delivery meets the requirements of equality and diversity legislation.

#### PROPERTY IMPLICATIONS

36. A number of cycle infrastructure schemes proposed within this project require the acquisition of third party land. Provisional agreement has been reached where possible with the relevant land owners and discussions are on-going in relation to the proposed schemes where agreement has not yet been reached. The land acquisition process will be closely monitored through the project board meetings and alternative options brought forward should proposed schemes prove not to be achievable.

37. There is a requirement for on-going negotiations with the various landowners, and as such negotiations could still prove very time consuming.

## OPTIONS

38. The following appear to be the principal options in this matter:

- i) Option 1 – to approve the 5 elements of this project and the associated spend profile to accept the grant from the DfT and delegate authority to the Director of Economy & Environment to bring forward reserve schemes if deliverable within the budget allocation.
- ii) Option 2 - to not accept the LSTF grant.

## RISK MANAGEMENT

39. Risk logs associated with the delivery of each element of the project and a project management approach to mitigate these risks has been established and is set out in detailed in Appendix C.
40. The delivery of infrastructure schemes will be scheduled to minimise disruption and impact on traffic sensitive roads during the high tourist season.
41. The council has endeavoured to acquire the required land through amicable negotiation with landowners. Where this is not possible, alternative routes may need to be considered, requiring a potential redesign of the scheme, additional negotiation and some time delay. If, however, negotiation is not possible and there are no viable alternative routes, the council may need to give consideration to the use of compulsory purchase powers. Any such actions would be subject to separate decisions on a site by site basis.

## EVALUATION

42. Option 1 will give approval to deliver the LSTF project in its entirety, with the Director of Economy & Environment being given delegated powers to bring forward reserve schemes if necessary, this will ensure that reserve schemes are developed and delivered in a timely manner and that the project is delivered on time and within budget.
43. Option 2 - A decision not to proceed with LSTF project will mean that the funding cannot be spent on the Isle of Wight and will be allocated to another authority by the DfT.

## RECOMMENDATION

Option 1 - to approve the 5 elements of this project and the associated spend profile to accept the grant from the DfT and delegate authority to the Director of Economy & Environment to bring forward reserve schemes if deliverable within the budget allocation.



## APPENDICES ATTACHED

- 44. [APPENDIX A](#) – LSTf Draft Monitoring and Evaluation Framework
- 45. [APPENDIX B](#) – Spend Profile
- 46. [APPENDIX C](#) – Risk Log

## BACKGROUND PAPERS

- 46. [LSTf Full Bid](#)
- 47. [Bid Award Letter](#)
- 48. [Equality Impact Assessment](#)

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STUART LOVE  
*Strategic Director*  
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COUNCILLOR EDWARD GILES  
*Cabinet Member*  
*Procurement, Fire, Highways and Transport*

Decision

Signed

Date

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